



CITY OF WARWICK
PURCHASING DIVISION
3275 POST ROAD
WARWICK, RHODE ISLAND 02886
TEL. (401) 738-2000, ext. 6240
FAX (401) 737-2364

SCOTT AVEDISIAN
MAYOR

JAMES F. MARCELLO
PURCHASING AGENT

The following notice is to appear on the City of Warwick's website Friday, September 26, 2014. The website address is <http://www.warwickri.gov/bids>.

**CITY OF WARWICK
PROPOSALS REQUESTED FOR**

**RFP #2015-151 City of Warwick Website Redesign, Development
& Implementation Services**

Specifications are available in the Purchasing Division, Warwick City Hall, 3275 Post Rd., Warwick, RI Monday through Friday, 8:30 AM until 4:30 PM on or after Friday, September 26, 2014.

Sealed proposals will be received in the Purchasing Division, Warwick City Hall, 3275 Post Road, Warwick, Rhode Island 02886 up until **2:00 PM** on Tuesday, October 7, 2014. The proposals will be opened publicly commencing at **2:00 PM** on the same day in the Lower Level Conference Room, Warwick City Hall.

Awards shall be made on the basis of the lowest evaluated or responsive proposal price. Please note that no proposals can be accepted via email or fax.

Individuals requesting interpreter services for the hearing impaired must notify the Purchasing Division at 401-738-2000, Ext. 6241 at least 48 hours in advance of the proposal opening date.

Original Signature on File

James F. Marcello
Purchasing Agent

THIS PAGE SHOULD BE SUBMITTED WITH YOUR PROPOSAL

Acknowledgement of Addendum (if applicable)

Addendum Number

Signature of Bidder

COMPANY NAME: _____

COMPANY ADDRESS: _____

BIDDER'S SIGNATURE: _____

BIDDER'S NAME (PRINT): _____

TITLE: _____ TEL. NO.: _____

EMAIL ADDRESS: _____*

*Please include your email address. Future proposals will be emailed, unless otherwise noted.

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II. AWARD AND CONTRACT:

The CITY OF WARWICK, acting as duly authorized through its Purchasing Agent/Finance Director/Mayor (delete if inapplicable), accepts the above proposal and hereby enters into a contract with the above party to pay the proposal price upon completion of the project or receipt of the goods unless another payment schedule is contained in the specifications. All terms of the specifications, both substantive and procedural, are made terms of this contract.

DATE: _____

RFP #2015-151

PURCHASING AGENT

CERTIFICATION & WARRANT FORM

**This form must be completed and submitted with sealed proposal.
Failure to do so will result in automatic rejection.**

Any and all proposals shall contain a certification and warrant that they comply with all relevant and pertinent statutes, laws, ordinances and regulations, in particular, but not limited to Chapter 16-Conflicts of Interest, of the Code of Ordinances of the City of Warwick. Any proven violation of this warranty and representation by a bidder at the time of the proposal or during the course of the contract, included, but not limited to negligent acts, either directly or indirectly through agents and/or sub-contractors, shall render the bidder's contract terminated and the bidder shall be required to reimburse the City for any and all costs incurred by the City, including reasonable attorney fees, to prosecute and/or enforce this provision.

Signature

Date

Company Name

Address

Address

**CITY OF WARWICK
NOTICE TO BIDDERS**

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& Implementation Services**

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The opening of proposals shall be in the order established by the posted agenda and the agenda shall continue uninterrupted until completion.

Once an item has been reached and any proposal on that item has been opened, no other proposals on that item will be accepted and any such proposal shall be deemed late.

The contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap for any position for which the employee or applicant is qualified and that in the event of noncompliance the City may declare the contractor in breach and take any necessary legal recourse including termination or cancellation of the contract.

A bidder filing a proposal thereby certifies that no officer, agent, or employee of the City has a pecuniary interest in the proposal or has participated in contract negotiations on the part of the city, that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other bidder for the same call for proposals, and that the bidder is competing solely in his own behalf without connection with, or obligation to, any undisclosed person or firm.

All proposals should be submitted with one (1) original and two (2) copies, including one electronic copy, in a sealed envelope and should include: "*YOUR COMPANY*" name plainly marked on the exterior of the package and "RFP #2015-151 City of Warwick Website Redesign, Development & Implementation Services." Proposals received prior to the time of the opening will be securely kept, unopened. No responsibility will be attached to an officer or person for the premature opening of a proposal not properly addressed and identified.

Should you have any questions, please contact Michael O'Connell, Director of MIS, 3275 Post Rd., Warwick, RI at 401-738-2000, extension 6323 or at michael.oconnell@warwickri.com.

All proposals should be written in ink or typed. If there is a correction with whiteout, the bidder must initial the change.

Any deviation from the specifications must be noted in writing and attached as part of the bid proposal. The bidder shall indicate the item or part with the deviation and indicate how the proposal will deviate from specifications.

The successful bidder must comply with all Rhode Island Labor Laws, Chapter 37-12-13, and all other applicable Local, State and Federal Laws.

The contractor must carry sufficient liability insurance and agree to indemnify the city against all claims of any nature, which might arise as a result of his operations or conduct of work.

The contractor shall keep himself informed of and comply with all laws, ordinances and regulations of the federal, state and municipal governments which may apply and be in force during the life of the contract, in any manner which may affect himself/employees or the conduct of the work or the materials used or employed in the work. Before submitting proposals, prospective bidders shall examine the terms, covenants and conditions of all codes, permits and laws which may apply. By submitting a proposal, the bidder agrees to comply with all pertinent laws/regulations if awarded a contract.

The City is exempt from the payment of the Rhode Island Sales Tax under the 1956 General Laws of the State of Rhode Island, 44-18-30, Paragraph I, as amended.

The IRS Form W-9 attached should be completed and submitted with the proposal if the bidder falls under IRS requirements to file this form.

The Purchasing Agent reserves the right to reject any and all proposals, to waive any minor deviations or informalities in the proposals received, and to accept the proposal deemed most favorable to the interest of the City.

The City reserves the right to terminate the contract or any part of the contract in the best interests of the City, upon 30-day notice to the contractor. The City shall incur no liability for materials or services not yet ordered if it terminates in the best interests of the City. If the City terminates in the interests of the City after an order for materials or services have been placed, the contractor shall be entitled to compensation upon submission of invoices and proper proof of claim, in that proportion which its services and products were satisfactorily rendered or provided, as well as expenses necessarily incurred in the performance of work up to time of termination.

No extra charges for delivery, handling or other services will be honored. All claims for damage in transit shall be the responsibility of the successful bidder. Deliveries must be made during normal working hours unless otherwise agreed upon.

All costs directly or indirectly related to the preparation of a response to this solicitation, or any presentation or communication to supplement and/or clarify any response to this solicitation which may be required or requested by the City of Warwick shall be the sole responsibility of and shall be borne by the respondent.

Warranty periods shall not commence until the City of Warwick inspects and formally accepts the goods and/or services. The terms, conditions and timing of acceptance shall be determined by the City of Warwick. The City of Warwick reserves the right to reject any or all items or services not in conformance with applicable specifications, and Contractor assumes the costs associated with such nonconformance. Acceptance of goods and/or services does not constitute a waiver of latent or hidden defects or defects not readily detectable by a reasonable person under the circumstances.

If the respondent is awarded a contract in accordance with this solicitation and the respondents proposal or response and if the respondent fails or refuses to satisfy fully all of the respondents obligations thereunder, the City of Warwick shall be entitled to recover from the respondent any losses, damages or costs incurred by the City as a result of such failure or refusal.

The City reserves the right to award in part or full and to increase or decrease quantities in the best interest of the City.

Any quantity reference in the proposal specifications are estimates only, and do not represent a commitment on the part of the City of Warwick to any level of billing activity. It is understood and agreed that the agreement shall cover the actual quantities ordered during the contract period.

The City reserves the right to rescind award for non-compliance to proposal specifications.

The successful bidder must adhere to all City, State and Federal Laws, where applicable.

**RFP #2015-151 City of Warwick Website Redesign, Development
& Implementation Services**

1. PURPOSE OF THIS RFP

The purpose of the City Website Design and Replacement project is to update the City of Warwick's website with a new design and website content information architecture that supports easy navigation to key services and updated content. The new site must also provide a content managements system (CMS) that allows designated employees to update pages on the site.

Since the last major redesign of the City's website, much has changed in the architecture of CMS, as well as the level of expectations of services provided by local government websites and the technology to support online services.

2. PROJECT GOALS

1. Develop a highly beneficial, cost-effective, easy-to-use, interactive and architecturally sound and flexible website that supports the City's needs.
2. Create a standardized format that enhances user experience, thereby establishing a unified theme but allowing some level of individuality and/or functionality between City functions and departments.
3. Create a website that allows multiple users in different departments to have responsibility in managing their information.
4. Incorporate design elements that make the website ADA Section 508 accessible, easy to navigate, appealing, functional and searchable.
5. Provide a framework and architecture that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand dictate.
6. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility.

3. GUIDELINES

In preparing their proposals, respondents should consider the following criteria:

User Criteria

1. Common theme – Each section of the site should have a unified look and feel that reinforces Warwick's image. Each section of the site should be visually related, yet retain some degree of individuality that reflects the service, department or audience being served.
2. Easily updated – Once the site has been completed and accepted by the City, the site should be easy to maintain by non-technical members of the City's staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
3. Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer.
4. Easy to navigate – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
5. Search Engine - The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
6. Future Flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
7. Mailing Lists – There should be a mechanism that permits users to sign up (using a double opt-in system) to be on various mailing lists targeted at different topic interests. Users should also be able to opt-out at any time.
8. Provide access to zoning ordinance hosted by Municipal Code Corporation
9. Provide the ability to embed interactive and static maps including the ability to embed GIS maps and interactive functions for maps and overlay districts.

10. Interaction with other City websites, including but not limited to City Centre Warwick, Warwick Economic Development, Warwick History, etc.
11. Have pages contained in the main site serve as direct links for other Warwick-owned domain names (i.e. a user enters www.warwicktourism.com and automatically receives the page www.warwickri.gov/tourism). Assume up to 15 domain names.
12. The website must contain the ability to post alerts in one place and have them appear on every page of the site or just a single page as determined by the City.

System Operations and Technical Features

1. The website must provide for high-speed upload/download response times.
2. The site must provide the same level of service to individuals with visual, hearing, motor or cognitive disability as to the general public, pursuant to the Americans with Disabilities Act. All proposals must be Sec 508 ADA compliant and include the utilization of W3C Content Accessibility Guidelines with the website development. Respondents are requested to offer suggestions regarding accessibility.
3. The site must be accessible and useable with current versions of commonly used browsers including Internet Explorer, Chrome, Firefox, and Safari.
4. The site must be designed to be manageable from the existing Windows 7 and Internet Explorer 10 client infrastructure used by the City.
5. All documents, including maps and tables, should be in HTML, Portable Document Format (PDF), or in a format approved by the City to provide ease of viewing, printing and downloading, and in alternate ADA acceptable download formats.
6. The site must be able to provide a news and events feed via Real Simple Syndication (RSS).
7. The site should include capability for e-commerce functions, including secure online credit card payments, verification, fulfillment and acceptance.

8. Email feedback/contact forms should have configurable distribution list and be offered on the home page as well as on departmental pages.

Security

1. The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records.
2. The site must be secured from email harvesters.
3. The site should be built to withstand security attacks including Cross Site Scripting (XSS) and Cross Site Request forgeries (CSRF).
4. The City must be able to control levels of permission for City employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employees.

Other Minimum Requirements and Features

1. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
2. A content management system that permits non-technical users and staff to instantly update their assigned webpages.
3. Convert/upload large amounts of existing content to the new website.
4. Easy to Navigate – information should be grouped and presented in a logical manner and require no more than 3 levels of “drill down” to access the needed information.
5. Graphic files should be relative to the site and provide for quickest loading.
6. It must have capability to maintain an archive of existing and past records, such as agendas, minutes, press releases and newsletters, with version control (e.g., Version 1.0, followed by Version 1.1).
7. The consultants shall assist departments with information design, as requested, for the initial website design.

8. The City staff will maintain the information on the site. A system needs to be in place with capabilities for updating information by nontechnical staff.

4. TRAINING

The proposal should include basic training for a minimum of 20 employees, a training plan, online tutorials and/or documentation and a training timeline.

5. REQUESTED INFORMATION AND PROPOSAL FORMAT

The proposal submitted should include the costs of:

1. The Base Bid, which must include:
 - a. Designing and building the basic site, including migrating content for top-level departmental pages and other critical pages (assume a minimum of 50 pages) and a site map.
 - b. Events Calendars – available by department and by aggregate.
 - c. Site search capability.
 - d. A content management system with adjustable levels of permission.
2. Ongoing annual costs. This includes all costs related to:
 - a. Hosting the Web site and all pages and files contained within.
 - i. Identify the Service Level Agreements that will be offered.
 - ii. Identify any size limits for individual files and any limits for the entirety of all stored pages and files.
 - b. Annual Web content management software licensing and support costs.
 - c. Annual flat rate support costs. This will cover any and all support requests from the City. The City will limit the list of authorized contacts to approximately 15 individuals.
 - i. Provide a time frame to respond to these requests.
 - d. Other_____

3. The proposal should specify the necessary software and hardware, additional communication requirements, integration needs and potential costs necessary to host and maintain the website (e.g., hardware, software, installation, licensing, training, conversion and testing).
4. The proposal should include details on the firm's years of experience related to website design, the names of all principals and the resumes of all principals who would be involved in the project, as well as their roles and responsibilities for the project.
5. The proposal should include the approach and timeline for completion of the project with a delineation of tasks/activities required of City staff.
6. The proposal should include basic training for a minimum of 20 employees, a training plan, online tutorials and/or documentation and a training timeline.
 - Please briefly discuss your testing and support procedures.
 - Describe your experience with municipal and governmental institutions.
7. The respondent should provide a list of comparable websites, including those of municipalities and governmental agencies that have been designed by the firm. List three websites your firm has produced in the last 5 year that best reflect your work and is relevant to this project. Each site listed should include the website address, company/agency contact, emailing address and telephone number. These companies/agencies will be contacted for references.
8. The proposal will be prepared and submitted at the respondent's sole expense. Proposals will become the property of the City of Warwick and will not be returned.
9. Describe the time frame for completion.
10. Submit three hard copies of the proposal and one electronic copy by 2:00 pm on Tuesday, October 7, 2014.

Other Information

1. The selected firm may be required to attend a minimum of one City Council meeting to respond to any questions the Council may have relative to the project.
2. Firms submitting proposals may offer to host the City's Web site, may recommend a specific hosting company, or may recommend that the City continue to use their current hosting company.
3. For questions and clarifications, please contact:

Michael O'Connell, Director of MIS
(401) 738-2000, extension 6323
3275 Post Road
Warwick, RI 02886
michael.oconnell@warwickri.com

6. SELECTION CRITERIA AND PROCESS

The following will be used in evaluating the responses:

- Experience – The City will consider the respondents' experience in designing websites, particularly government sites, and overall understanding of site architecture, navigation, search capabilities and other components of website sign. References will be verified. Please provide successful documentation of completion of similar projects, list four to seven similar projects.
 - 20 points
- Value/Pricing Structure – The City will evaluate the respondent's proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support. Pricing should demonstrate value commensurate with the experience, aesthetics and skills needed for project of this level.
 - 15 points
- Maintenance and Upgrades – The City will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.
 - 20 points

- Investment – The City will consider the ‘total cost of ownership’ of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include city staff time requirements to complete the project.
 - 20 points
- Project Management – The city will evaluate the team and the methodology proposed for carrying out the project.
 - 5 points
- Suitability of Proposal – Proposal must meet the needs and criteria in this RFP.
 - 15 points
- Proposal Presentation – Information in the proposal is clear, concise, logical and in lay-terms easily understood by all stakeholders.
 - 5 points

7. OWNERSHIP AND INTELLECTUAL PROPERTY

1. All screens, graphics, domain names, content and the “look and feel” of the site developed will be the property of the City of Warwick, together with all layered Photoshop or Flash files. Any type of source files, which would be necessary for the City to update or change the design of the site, must be delivered at the end of the project.
2. All intellectual property developed in connection with the website will be owned solely by the City of Warwick.
3. In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties.
4. The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the website.
5. All applicable copyright notices will be displayed on the website.

8. CITY'S RESPONSIBILITY

1. A City representative will be designated to monitor all technical aspects and assist in administering the contract.

2. The City will be responsible for providing the contractor with the specific information on the content of the website.
3. The project team, made up of the City departmental representatives, is available as necessary to answer questions and provide resources.

Attachment A
BID SUMMARY

<u>Item</u>	<u>Dollar Amount</u>
Base Bid	\$
Ongoing annual costs (please list)	

Attachment B
REQUESTED INFORMATION & PROPOSAL FORMAT CHECKLIST

<u>Item</u>	Indicate the page number of your proposal where the <u>item is addressed</u>
1. The proposal should contain the cost for Base Bid items	
2. Ongoing annual costs	
3. Proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.)	
4. Proposal shall include what format you intend to design in and programs you intend to use for the design and construction of the site	
5. Proposal shall include firm's years of experience related to website design, principals, resume of all principals to be involved in the project and their roles and responsibilities for the proposed project	
6. Proposal shall provide the approach suggested and timeline for completion of this project including tasks/activities required of city staff	
7. The proposal should include basic training for a minimum of 20 employees, the training plan and timeline	
8. The respondents shall provide a list of comparable websites, including municipalities and governmental agencies, designed by the firm. Include the website address, company/agency contact, address, telephone number. These companies/agencies will be contacted for references	

	Indicate yes if provided
9. Completed Bid Summary (Attachment A)	
10. Completed Checklist (Attachment B)	
11. Please submit three hard copies of the proposal and one electronic copy.	

CITY OF WARWICK
PROPOSAL AND CONTRACT FORM

TITLE OF SPECIFICATION: RFP #2015-151 City of Warwick Website Redesign

I. PROPOSAL:

WHEREAS, the CITY OF WARWICK has duly asked for proposals for performance of services and/or supply of goods in accordance with the above-indicated specifications.

The person or entity below does irrevocably offer to perform the services and/or furnish the goods in accordance with the specifications, which are hereby incorporated by reference in exchange for the proposal price below;

This offer shall remain open and irrevocable until the CITY OF WARWICK has accepted this proposal or another proposal on the specifications or abandoned the project.

The bidder agrees that acceptance below by the CITY OF WARWICK shall transform the proposal into a contract. This proposal and contract shall be secured by Bonds, if required by the specifications.

Pricing as Submitted